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Message Text

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ACTION EB-11

INFO OCT-01 NEA-10 ADP-00 RSR-01 RSC-01 /024 W
---------- 020149
R 220936Z AUG 73
FM AMEMBASSY TEL AVIV
TO SECSTATE WASHDC 9509
USDOC WASHDC

UNCLAS TEL AVIV 6617

E O 11652: N/A
TAGS: BEXP
SUBJECT: PROPOSED FY 1975 TRADE EVENT SCHEDULE

REF: A-5937

1. EMBASSY IS HAPPY TO HAVE RECEIVED DEPT'S SUGGESTIONS FOR PROMOTIONAL ACTIVITIES IN FY 1975 AND LOOKS FORWARD TO USE-FUL EXCHANGE OF VIEWS ON WHICH PRODUCT AREAS SHOULD BE STRESSED AND WHICH PROMOTIONAL DEVICES MOST LIKELY TO ATTAIN OUR OBJECTIVES. IN THIS CONNECTION, WE REFER DEPTS OF COMMERCE AND STATE TO OUR "OBJECTIVES" FOR FY 1974 OUTLINED IN TEL AVIV 5604.

2. EMB COMMENTS ON PROPOSED TRADE CENTER FOR TEL AVIV CONTAINED IN TEL AVIV 6401.

3. FOLLOWING ARE EMB REMARKES ON PROPOSED 1975 EVENT PROGRAM KEYED TO REF. WE RECOGNIZE THAT WASHINGTON IS NOW IN BUDGET PREPARATION CYCLE AND THAT MANY OF PROPOSED EVENTS HAVE TO BE CONSIDERED AS ILLUSTRATIVE, BUT WE ARE EAGER THAT MUTUALLY REINFORCING DIALOGUE BETWEEN WASHINGTON AGENCIES AND EMB SHOULD RESULT IN A HIGH-QUALITY PRECISELY FOCUSED PROGRAM FYR FY 1975, BASED ON SPECIFIC PROGRAM OBJECTIVES.

1. PRINTING AND GRAPHIC ARTS EQUIP IS HIGH PRIORITY SUBJECT FOR US EXPORTS TO ISRAEL. ISRAEL ALREADY HAS FAIRLY EXTENSIVE PRINTING INDUSTRY BUT IS INCREASINGLY RUNNING INTO PROBLEMS OF LABOR SHORTAGE AND THIS IS THEREFORE A GOOD TIME TO ATTACK THIS POTENTIOAL MARKET WITH ADVANCE US LABOR-
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SAVING MACHINERY.

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"TIMEPRINT," AN INTERNATIONAL EXHIBITION FOR OFFICE EQUIPMENT DATA PROCESSING AND PRINTING TRADE, IS SCHEDULE TO BE HELD HERE OCT 14-18, 1974 AND WOULD PROVIDE EXCELLENT VEHICLE FOR US PRESENCE. WE SUGGEST THAT PROPOSED CATALOG SHOW, SCHEDULE FOR SEPT 1974, SHOULD INSTEAD BECOME AN INTEGRAL PART OF "TIMEPRINT" IN OCTOBER. WE ENVISION CATALOG SHOW IN SUITABLE AREA AT THE EXHIBITION. IT WOULD NECESSARY TO AUGMENT THE PROPOSED $3000 BUDGET BY APPROX $4100, IN ADDITION, TO PROVIDE FOR:

(A) RENTAL OF FLOOR SPACE, ABOUT 80 METERS - COST $2000,

(B) BUILDING OF SUITABLY REPRESENTATIVE BOOTH - COST $4800,

(C) INCIDENTAL TRANSPORTATION, MAINTENANCE, ETC - $300.

2. CATALOG SHOW - COMMUNICATIONS EQUIPMENT - NOVEMBER 1974. IF BUDGET FOR PROMOTION IN ISRAEL IS GOING TO BE UNDER STRAIN, WE FEEL THAT COMMUNICATIONS EQUIP AND SYSTEMS IS PROBABLY AMONG THE LOWER PRIORITIES IN PRODUCT CATEGORIES LISTED IN REF. BY AND LARGE, ISRAEL IS ALREADY WELL ADVANCED IN THIS AREA, PARTICULARLY BECAUSE OF HIGH STANDARDS OF ISRAEL DEFENSE FORCES. US PRODUCTS ARE WELLKNOWN TO GOI'S PURCHASING MISSIONS IN US AND ADDITIONAL PROMOTIONAL FUNDS HERE PROBABLY HAVE LOW MARGINAL UTILITY.

IF, HOWEVER, THERE ARE SAVINGS POSSIBLE BECAUSE THIS CATALOG SHOW IS ALSO SCHEDULED FOR IRAN AND TURKEY, WE COULD STAGE MODEST SHOW IN COMMERCIAL LIBRARY, BUT WOULD PREFER TO DO IT IN DECEMBER AFTER WE HAVE RECOVERED FROM PRINTING AND GRAPHIC ARTS SHOW.

3. PROPOSED TIMING OF FOOD PROCESSING AND PACKAGING EQUIP EXHIBIT IN FEBRUARY 1975 IS UNFORTUNALY NOT FAVORABLE. ISRAEL WILL HAVE HELD, MAY 6-9,1974 SUBSTANTIAL INTER-NATIONAL EXHIBITION OF PACKAGING, PROCESSING AND MATERIAL EQUIP-MENT, "ISPAC." AS PROPOSED IN OUR 1974 OBJECTIVES MESSAGE (TEL AVIV 5604), WE WOULD ARRANGE A CREDITABLE US PARTICIPATION IN ISPACK. WE FEAR THAT IT WOULD BE DIFFICULT TO STIMULATE INTEREST OF U S FIRMS AND THEIR ISRAELI AGENTS IN SEPARATE SHOW SO SOON AFTER ISPACK. PACKAGING AND FOOD PROCESSING REMAIN HIGH PRIORITY TARGETS FOR ISRAEL AND WE WOULD HOPE THAT PROVISION FOR SOME SHOW IN FY 1975 COULD BE MADE BUT MOST FEASIBLE DATE WOULD

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SEEM TO BE AT VERY END OF THE FISCAL YEAR, AFTER EXPERIENCE WITH ISPACK HAS BEEN EVALUATED.

WE ARE SUGGESTING BELOW THAT A FEBRUARY 1975 SHOW MIGHT FEATURE CRIME DETECTION AND PREVENTION EQUIPMENT.

4. WE FEEL THAT BUILDING MATERIALS AND EQUIPMENT (SEE OUR FY 1974 OBJECTIVES MESSAGE) WILL CONTINUE TO BE HIGH PRIORITY

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OBJECTIVE ALSO IN FY 1975. HERE AGAIN, NEED FOR BOTH LABOR-
SAVING EQUIPMENT AND MATERIALS IS MOST OBVIOUS AND CAREFULLY
SLECTED US PRODUCTS SHOULD MAKE HIT HERE. WE RECOMMEND THAT
BOTH MATERIALS AND EQUIPMENT BE SHOWN AND WOULD LIKE TO
SEE THE PROPOSED CATALOG SHOW EXPANDED BEYOND PROVIDING ONE
PROFESSIONAL SPECIALIST AND CATALOGS. WOULD IT BE POSSIBLE TO
RECRUIT A NUMBER OF QUALIFIED EXECUTIVES OR ENGINEERS FROM
COMPANIES DISPLAYING CATALOGS SO THAT WE COULD COMBINE THE
ADVANTAGES OF TRADE MISSION ADN SEMINAR WITH CATALOG SHOW?

5. THE EMB BELIEVES THAT CONSIDERABLY MORE DIS-
CUSSION OF HOW BEST TO EXPAND US SALES OF CHEMICAL AND RUBBER
INDUSTRY EQUIPMENT SHOULD B E CARRIED OUT BEFORE WE MAKE A
DECISION ON A TRADE CENTER EXHIBITION IN THIS TRADE CATEGORY.
THERE ARE RELATIVELY FEW FIRMS IN THIS AREA IN ISRAEL AND OUR
FIRST INCLINATION IS TO FEEL THAT A WELL-CONCEIVED
TRADE MISSION WOULD BE MORE COST EFFECTIVE THAN LARGE EXHIBITION
DIRECTED AT SUCH A SMALL NUMBER OF POTENTIOAL CUSTOMERS.

6. IN CONTRAST WITH THE PREVIOUS ITEM, INDUSTRIAL
CONTROLS ARE USED BY THE WHOLE RANGE OF CATEGORIES IN ALMOST
EVERY ISRAELI INDUSTRY. WHILE WE MAY NOT FULLY UNDERSTAND WHAT
IS COVERED BY THE CATEGORY "INDUSTRIAL CONTROLS," WE TEND TO DOUBT
WHETHER A TRADE MISSION COULD PROVIDE THE BROAD COVERAGE REQUIRED.
WE WOULD LIKE TO EXCHANGE VIEWS WITH DEPT AS TO WHETHER THIS
IMPORTANT CATEGORY COULD NOT BETTER BE SERVED IN AN INDUSTRIAL
TRADE SHOW THAT WOULD COVER A BIG NUMBER OF COMPANIES AND
A MAXIMUM NUMBER OF PRODUCTS.

7. CRIME IN ISRAEL, AS IN MANY OTHER COUNTRIES, HAS
BEEN ON THE RISE. POLICE AND OTHER GOVT DEPARTMTS,
BANKS, DIAMOND FACTORIES, DEPT STORES AND THE MILITARY
ARE IN CONSTANT SEARCH FOR NEW DEVICES AND EQUIPMENT. A
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VERTICAL TRADE SHOW IN THIS CATGORY WOUDLD BE THE FIRST
OF ITS KIND HERE. AS SUGGESTED IN ITEM 3 ABOVE THIS SHOW
COULD BE SCHEDULED IN FEBRUARY 1975 IN PLACE OF FOOD
PROCESSING AND PACKAGING.

4. THE EMBASSY WOULD APPRECIATE RCEIVING WASHINGTON AGENCIES'
FRANK COMMENTS ON THE ABOVE SUGGESTIONS, INCLUDING A
COST PROJECTION OF THEIR IMPLEMENTATION.
KEATING

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